

International Centre for Distance Education and Open Learning

H.P. University, Summer Hill, Shimla-05

(NAAC Accredited 'A' Grade University)

Course: MBA
Subject Name: Strategic Management

Semester- 4th
Subject Code: 401

Assignment -1

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. Describe the key stages in the strategy implementation process and their significance.
2. What are the different approaches to organizational structure, and how do they affect strategic implementation?
3. What are the key drivers necessitating strategic change within organizations?
4. How does leadership style impact the implementation of corporate strategy within an organization?
5. What is the difference between organizational control and strategic control in the context of strategy evaluation?

Assignment -2

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. What factors should be considered when selecting an approach to implement a corporate strategy?
2. Discuss the role of resource allocation in aligning organizational structure with strategic objectives.
3. Discuss the various levels at which strategic change can occur and the implications of resistance to change?
4. How do functional policies in areas such as production, marketing, and finance align with and support the overall corporate strategy?
5. What are the best practices for implementing strategic control within an organization?

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Course: MBA

Subject Name: Investment Analysis and Portfolio Management

Semester- 4th

Subject Code: FM-05

Assignment -1

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. Discuss the distinctions between investment, speculation, and gambling. Why is this distinction important for investors?
2. How is return on investment calculated, and what does the expected rate of return indicate for investors?
3. What are the key characteristics of different types of securities, and how do they influence valuation?
4. What is the portfolio management process, and what are its primary objectives?
5. Explain Markowitz's portfolio theory and its implications for risk and return?

Assignment -2

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. Explain the significance of financial markets, particularly the primary and secondary markets, in the investment environment?
2. Describe how diversification can reduce investment risk and provide practical examples of its application?
3. Explain the concepts of fair valuation, overvaluation, and undervaluation in the context of securities?
4. Discuss the importance of portfolio strategy mix in achieving investment goals?
5. Discuss Arbitrage Pricing Theory and its relevance in investment analysis?

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Course: MBA

Subject Name: Project Planning, Analysis and Management

Semester- 4th

Subject Code: FM-06

Assignment -1

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. What are the key steps involved in generating project ideas, and how can organizations foster creativity in this process?
2. How do market demand analysis and situational analysis contribute to successful project planning and execution?
3. What is the difference between firm risk and market risk, and how can each affect project viability?
4. What challenges do organizations face when managing multiple projects simultaneously, and how can they address these challenges?
5. What are the primary sources of project financing available in India, and how do they vary by project type?

Assignment -2

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. Discuss the criteria for screening project ideas. What factors should be considered to ensure viable project selection?
2. What methods can be used to assess market demand for a new project, and what key metrics should be considered?
3. Discuss the various methods for analyzing project risk and their applications in project management?
4. What are the key aspects of project review, and how can administrative practices enhance project outcomes?
5. Discuss the common problems of time and cost overruns in public sector enterprises in India. What are the root causes of these issues?

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Course: MBA

Subject Name: Industrial Psychology

Semester- 4th

Subject Code: HRM-05

Assignment -1

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. What is the concept of industrial psychology, and how has it evolved over time?
2. Define attitudes in the workplace and explain their components.
3. What is the definition of learning in the context of industrial psychology, and why is it important for employee development?
4. Define personality and discuss the major theories that explain personality development?
5. Identify the major effects of organizational stress and discuss strategies for coping with it?

Assignment -2

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. What are some major problems addressed by industrial psychology, and how do they impact organizational effectiveness?
2. Explain the concepts of job analysis, job enlargement, and job enrichment. How do these practices enhance employee satisfaction and performance?
3. Describe classical conditioning and operant conditioning theories. How do they apply to workplace learning?
4. How do interpersonal relationships affect group dynamics within an organization?
5. What are the major causes of fatigue, monotony, and boredom in the workplace, and how do they affect employee performance?

International Centre for Distance Education and Open Learning

H.P. University, Summer Hill, Shimla-05

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Course: MBA

Subject Name: Strategic Human Resource Development

Semester- 4th

Subject Code: HRM-06

Assignment -1

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. What is the meaning of Strategic Human Resource Management (SHRM), and why is it significant for organizations?
2. Define Human Resource Development (HRD) and explain its importance in fostering organizational growth.
3. What are the essential components of career management, and how does it relate to Human Resource Development?
4. Discuss the importance of emotional intelligence in the workplace. How does it impact leadership and team dynamics?
5. How does Human Resource Development align with business strategy? Provide examples of effective integration.

Assignment -2

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. Trace the emergence and evolution of Strategic Human Resource Management. What key factors have influenced its development over time?
2. Explain the HRD Matrix and the HRD Scorecard. How can these tools be used to measure HRD effectiveness?
3. Discuss the concept of career stages and how organizations can support employees in navigating these stages.
4. What are the differences between counselling, mentoring, and coaching in the context of HRD? How can each contribute to employee development?
5. Describe the process of conducting an HRD audit. What are the key elements that should be evaluated?

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Course: MBA

Subject Name: Advertising Management

Semester- 4th

Subject Code: MM-05

Assignment -1

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. What is the role of advertising in the overall marketing process, and how does it contribute to brand awareness and consumer engagement?
2. Describe the theory of cognitive dissonance. How can understanding this theory inform advertising strategies?
3. Explain the Danger Approach in advertising. How does it influence the determination of the target audience?
4. What is the rationale behind testing opinion and aptitude tests in advertising? How can these tests inform advertising effectiveness?
5. How has the rise of electronic media changed the landscape of advertising? What are the implications for advertisers?

Assignment -2

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. Explain Wilbur Schramm's model of communication. How does it apply to advertising and the transmission of marketing messages?
2. What is the difference between primary demand and selective demand stimulation? How can advertisers use these concepts in objective setting?
3. What are the key components of building an advertising program, including message, headlines, copy, logo illustration, appeal, and layout?
4. How should advertising organizations select, compensate, and appraise advertising agencies to ensure effective collaboration?
5. Discuss the relationship between advertising and consumer behaviour. How can advertisers leverage consumer insights to enhance campaign effectiveness?

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Course: MBA

Subject Name: Rural Marketing

Semester- 4th

Subject Code: MM-06

Assignment -1

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. What are the defining characteristics of rural markets in India, and how do they differ from urban markets?
2. How can marketers effectively plan products for rural markets, considering the unique needs of rural consumers?
3. Describe the structure and organization of agricultural marketing in India. What are its primary functions?
4. What is the significance of warehousing in agricultural marketing? How does it impact supply chain efficiency?
5. What are the unique features of commodity markets in India? How do these features affect market operations?

Assignment -2

Note: a) Attempt any 3 Questions

b) Submission of assignment is mandatory before examination.

1. Discuss the potential of rural markets in India. What factors contribute to their growth and development?
2. What strategies should be employed for organizing personal selling in rural markets?
3. Discuss the marketing structure and performance of agricultural products in India. What factors influence their efficiency?
4. What are the roles of central and state governments in agricultural marketing? How do their policies affect market dynamics?
5. Discuss the major problems faced in agricultural marketing in India. What solutions could be proposed to address these issues?